



RICH COUNTY TOURISM PROFILE

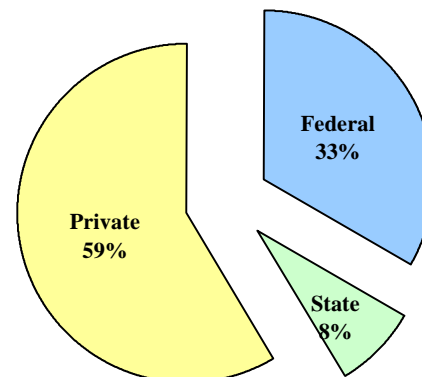
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	1,897	1,882	1,889	1,978	1,955	1,983	1.4%	27
Total Non-Ag Employment	530	507	530	547	559	580	3.8%	27
Non-Ag Avg Monthly Wage	\$1,144	\$1,180	\$1,229	\$1,238	\$1,297	\$1,373	5.9%	29
Per Capita Income	\$14,008	\$15,551	\$15,729	\$16,935	\$17,447	\$18,104	3.8%	21
Unemployment Rate	3.6%	3.2%	3.5%	3.7%	3.7%	3.9%	0.2%	7
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$9.0	\$8.8	\$9.3	\$9.8	\$10.1	\$10.0	-1.0%	27
Travel & Tourism Related Employment	167	162	172	183	191	199	4.2%	27
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$188	\$184	\$194	\$203	\$210	\$208	-1.0%	27
Gross Taxable Room Rents	\$1,124	\$1,222	\$1,349	\$1,579	\$1,744	\$1,752	0.5%	24
Transient Room Tax	\$33.7	\$36.6	\$40.5	\$47.4	\$52.3	\$52.6	0.6%	24
Restaurant Tax	\$24.8	\$41.2	\$54.3	\$47.8	\$48.5	\$93.7	93.2%	17
Car Rental Tax	--	--	--	--	--	\$0	NA	NA
Gross Taxable Retail Sales (millions)	\$10.8	\$12.4	\$14.6	\$15.6	\$16.7	\$16.2	-3.0%	27
REGIONAL VISITATION COUNTS								
SR-89 UT/ID Traffic Count	657,000	669,775	753,725	784,750	870,525	870,525	0.0%	
Bear Lake (3 Locations)	236,271	194,201	277,616	277,541	289,349	311,374	7.6%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	658,012	100.0%
Federal Government	219,853	33.4%
BLM	169,658	25.8%
US Forest Service	50,194	7.6%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
State Government	52,371	8.0%
Utah State Parks & Recreation	49	0.0%
Utah State Wildlife Reserves	2,642	0.4%
State Trust Lands	49,679	7.5%
American Indian	--	--
Private**	385,789	58.6%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Rich County Tourism Profile

